



Topics Guide–Spring 2015 Questionnaire

Television

Traditional TV
TV Reception Type
Service Providers
VOD TV
Hours of Viewing
TV Stations
OTT
TV Everywhere Services
Tuned Out
Off-Air
Cord-Cutting and Shaving
Time Shifting
Online TV

Radio

Traditional Radio
Hours of Listening
Online Radio
Online Radio by Device

Internet

Internet Connection Type
Service Providers
TV Set Connected to the Internet
Online Activities
Content Contributors/Creators
Internet Access by Device
Online Video and TV Services
Streaming Audio and Radio
Podcasts
YouTube & YouTube Activities
Personalized Audio Services

Downloading from iTunes
Social Networking
Social Networking by Device
Multitasking
Online Video Calls
Online Engagement with Live TV (Second Screen)
Other Online Activities
Hours of Use
Frequency of Use

Home Phone Services

Service Providers
Landline owners
Cell Phones
Ownership of Regular Cells and Smartphones
Brand of Smartphone – iPhone, Blackberry, Android
Service Providers
Activities on a Cell
Cell Phone Only Households

Tablets

Ownership and Brand
Activities on a Tablet

News

Paper and Online Newspaper Subscription
Online News Sources
Frequency of Use
By Device

Devices & Services

Computer Ownership
HDTV Screens & Receivers
SmartTV
PVRs
Netflix Subscriber/Devices Used
Shomi/Crave/Club Illico/ICI Tou.tv
Apple TV
Boxee
Roku
Chromecast
Ultra HD TV/4K
iWatch

Heavy Content Users

News

Sports

Demographic Groups

Gender

Generations (Z, Y, X, Boomers, Seniors)

Parents with Young Kids/Teens

Students

Retirees

Visible Minorities

Regions

Community Size

Region

Educational Attainment

Household Income